

Obstacles / Opportunities

- Demand Considerations:
 - Possible decreased demand due to competition from other travel options
 - Lack of group and international travel
 - o Congestion and overcrowding in high demand areas at specific times
 - Flight markets coming back, expanding past regional drive markets
 - Popularity of vacation rentals in place of hotels
- Uncertainties:
 - Economic conditions
 - Uncertainty around whether national parks will be back to operating at full capacity
 - Uncertainty around whether large group events including festivals, group gatherings, theater, or concerts will be back
- Effects of constant Covid news
- Grand County advertising / promotional policy resolution implications

Goals & Objectives

- Increase length of stay and spend per trip compared to last year
- Distribute visitation
 - By area, by encouraging year-round travel, and by encouraging people to visit popular places at off-peak times
- Encourage quality visitation
 - As measured by growth in regional overnights and regional expenditures (including local restaurants, area guides, and outfitters)
- Grow guided travel add-ons to national and state park experiences
 - How are we going to measure this?
- Create a funnel for Forever Mighty-oriented responsible travelers, combined with in-market, community-based Forever Mighty buy-in and action

Audiences

- Explorers
- Achievers
- Families
- Micro Audiences
 - Women (She Travels)
 - Others TBD

Key Message Themes

- Regional travel: National Park-anchored trips with Red Emerald destinations added on
- Utah as the ideal pandemic-recovery destination
- Forever Mighty: supporting local communities and traveling responsibly

Advertising Creative

Campaign Plan

Launch with Regional Travel creative

- Mighty 5
- Park Regions
 - Edit spots to include a revised end card with "Do your part to keep Utah #ForeverMighty"



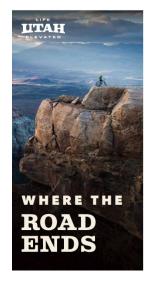






Campaign Plan

Continue to run top-performing Between digital assets



Achiever



Explorer



Family



Traditional

Campaign Plan

Add in emotional, inspirational Renaissance assets

- Edit voiceover for relevancy
- Edit spots to include a revised end card with "Do your part to keep Utah #ForeverMighty"







Endemic Partners: Adjusted Media Plan

Endemic Activation Rules

- All created content must be usable by Utah Office of Tourism post campaign for a minimum of at least one year.
- All campaigns must include a custom Lift study to monitor if we are driving an increase in desirable visitation, an increase in length of stay, etc.

AFAR

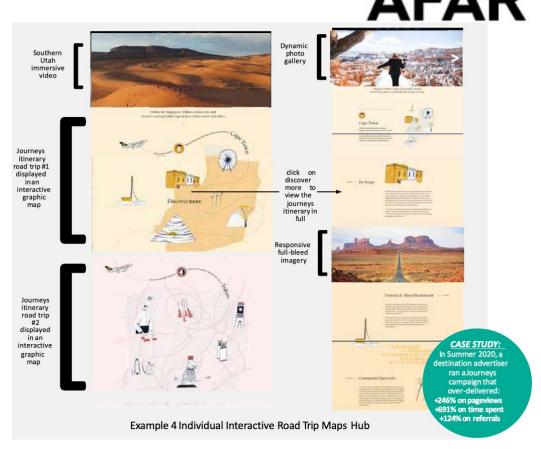
71% of our audience is looking to travel by car in the next 6 months, driving an average of 410 miles from home on their next road trip.

AFAR

- Will tailor four unique and regional focused road trip itineraries.
- <u>First-To-Market:</u> Interactive Journeys Map:

The hub will be a collection of the four AFAR Journeys itineraries*, which will be merged into an interactive road trip to drive conscious travelers to Southern Utah.

Southern Utah to have 100% SOV



Example Demo

Tripadvisor

Tripadvisor

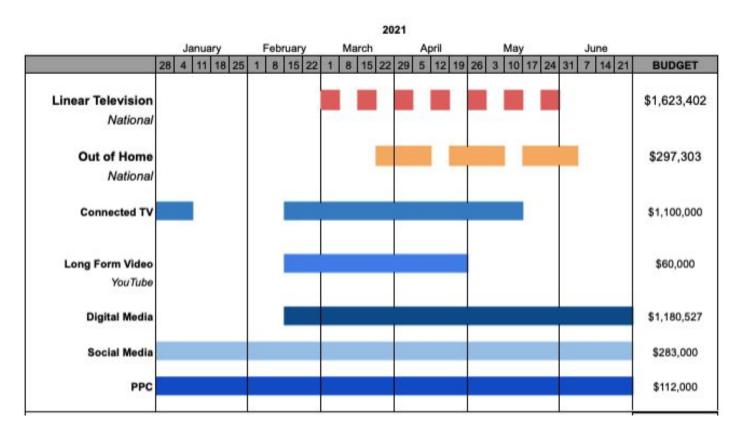
Strategy: Always On Implementation:

- Curated Guides: Showcase the best of Utah and drive Red Emerald itineraries, with an opportunity for Support Local messaging.
 - Native Articles: Co-Created between UOT Team and TripAdvisor
- Social Media Activation: Platforms
 TBD
 - Competitive Targeting





Original Media Flow



Endemic Partnership Consideration Set











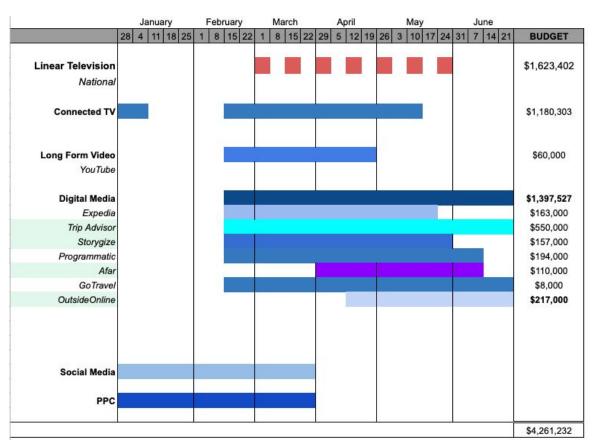








Adjusted Media Flow



Why Outside Online



- In 2020, there were more than 800k pageviews on Utah content within Outside Online.
- In December alone, there were 5 editorial posts that were focused on Utah.

Why Outside Online



- Outside Online's continual engagement with Utah is a great foundation to continually education through Forever Mighty responsible visitation messaging.
- (90%) of readers plan to travel in the spring and while the U.S. (93%) is still the focus, international (29%) is in the cards again.
- Majority when they do travel will stay in a hotel.
- Affluent, median HHI is \$102K
- Median Age is 42
- Reach both genders almost equally
- California, Texas and Denver make up 25% of their entire web audience, which are key markets for Southern Utah+

Outside Online

- Program Overview: Beyond the Parks
 - Creation, sponsorship + promotion of custom content on microsite with high-impact interactive elements.
 - Includes five distinct pieces of native content, that can cover multiple themes, semantics or areas, within one microsite.

• Investment: \$217,000





Outside Online



- Program Overview Continued: Beyond the Parks.
 - Custom Interactive Experience: To house all of this advice and service content, they will build from the ground up a completely custom interactive microsite.
 - The best outdoor attractions: from nearby state parks to national forests, BLM areas and more; they will highlight the top ways to adventure around each national park.
 - Local Restaurants and Accommodations: They will round up the best off-the-beaten-path restaurants, pubs and more.
 - Expert Local Recommendations: They will work with UOT to identify locals to lend an extra layer of credibility.
 - Social Promotion on Facebook (863k), Instagram (1.06M), and Twitter (352k)
 - o <u>Example:</u>

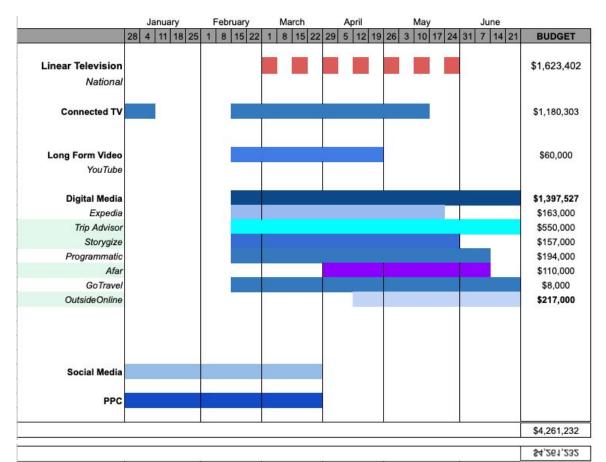
CTV Activation

• A custom audience of people who have engaged with Utah's content will be retargeted with Forever Mighty ads via ConnectedTV. This is a first of its kind partnership that will help to establish the framework for future Forever Mighty campaigns.





Adjusted Media Flow



Social Media

Strategy

OBJECTIVES

- Increase awareness of campaign using ad spots and mantra(s) available
- Drive traffic to editorial on Forever Mighty, She Travels, wellness and regional travel
- Build engagement and collection of user-generated content for #SheTravelsUtah, #ForeverMighty and #VisitUtah

TACTICS

Campaign Creative: translate existing brand creative into platform-specific placements Social Production: reach niche audiences with social-first creative video production Paid Media: promote on core platforms, test 1 new opportunity + 2 new audiences Influencers and Ambassadors: amplify and build loyalty with strategic partners





Content Creators

OBJECTIVES

- Reach strategic audiences: vetting based on She Travels and Forever Mighty focus
- Reinforce proximity between national parks: hosted trips to be regionally-based and highlight the area's lesser-known spots and base camps
- Asset creation: guide influencers and ambassadors to capture photo and video content creation that extends campaign messaging in a fresh way

MESSAGING THEMES

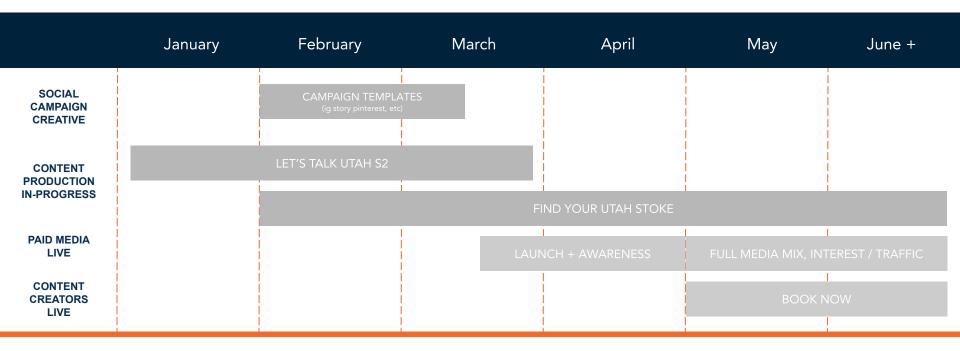
Forever Mighty

- Tie in responsible travel
- Respecting the land will sustain it to heal not just us, but future generations

She Travels Utah

- Connect back to the relationships and landscapes you've been missing
- Wellness retreats, solo adventure

Social-First Content Production



Public Relations

Southern Utah Tactics

- Trends First: sustainability, the great outdoors, solo experiences, family matters, hit the road, no-touch wellness and healing power of nature, guided and experiential travel, plus so much more!
- Monthly Headline Pitches
 - Re-establishing cadence
- KPI Messaging Focus & Key Storylines Laddering up to Strategic Initiatives
- In-person media hosting for first-hand experiences in Southern Utah (IMVs & FAMS): The Red Rock Retreat, Family Roadtrip, Ultimate Utah Guided Experiences, The Best State Parks in America, Gone Glamping, etc
- Virtual Media Experiences: Utah U: Online continues
 - Utah: America's Film Set. (Thelma & Louise 30th)

SAMPLE MEDIA TARGETS









Paid Search

Strategy

- Improve ad serving efficiencies
- Grow impression share for all relevant topics
- Lean into targeted messaging
- Monitor quality visitation indicators, and ensure PPC is supporting the media mix

TACTICS

Find new search opportunities: Bolster the PPC campaign in tandem with the upcoming SouthernUtah+ content audit New ad copy, new landing pages: Based on what we saw with drive market campaigns last year, we need to lean further into targeted messaging Audience testing: Carry over the top performing custom

traveler audiences tested during Ski+ & WiSU

Primary Topics:

- National Parks
- National Monuments
- Southern Utah activities

New for 2021

- State Parks
- Base camp communities



VisitUtah.com

Web Enhancements

- Refresh priority landing pages:
 - https://visitutah.com/
 - https://visitutah.com/places-to-go/parks-outdoors
 - https://visitutah.com/places-to-go/parks-outdoors/the-mighty-5
 - https://www.visitutah.com/plan-your-trip/forever
 - https://www.visitutah.com/plan-your-trip
 - https://www.visitutah.com/plan-your-trip/responsible-travel
- Add new Forever Mighty enhancements
 - o Increase visibility of support local, COVID recovery and responsible travel content
 - Promote regional understanding
- Provide reliable COVID and responsible travel context

Content

Content Production

- Source Forever Mighty audio/quote collection by locals on pride of place and visiting with care for multi-purpose use (website, social)
- Continue <u>Field Guides</u> series, focusing on people of color
- New editorial storytelling:
 - Where to Escape Crowds Near Zion
 - Hidden Gems Along Scenic Byway 12
 - o Good Roots: The Faces of Utah's Farmers (Central/Southern)
 - Bikepacking Package (Aquarius Trail Huts, Monticello to Boulder)
 - o Southern Utah's Pie Trail
 - Maynard Dixon Home and the Art of Utah's American West
 - Packrafting with Llamas
 - Female river guides
 - Collaboration with State Archaeologist
 - Off-season East Zion (all season piece)



Content Production

- New informational pages:
 - Best Restaurants in Panguitch, Moab, Cedar City
 - Ticaboo/North Lake Powell Page
 - Fruita & Orchard Picking Page
 - New Camping Pages for each National Park
 - Updated Trail Pages: Angels Landing, Delicate Arch, Zion Canyon Overlook, Slickrock Trail
 - Improved state park coverage
- New itineraries
 - Thelma + Louise Itinerary
- Build out a video/photo asset library that showcases responsible travel.
- Create a visit with care, land-centric mantra video for paid distribution in owned channels and with retargeting potential in the Forever Mighty space.

